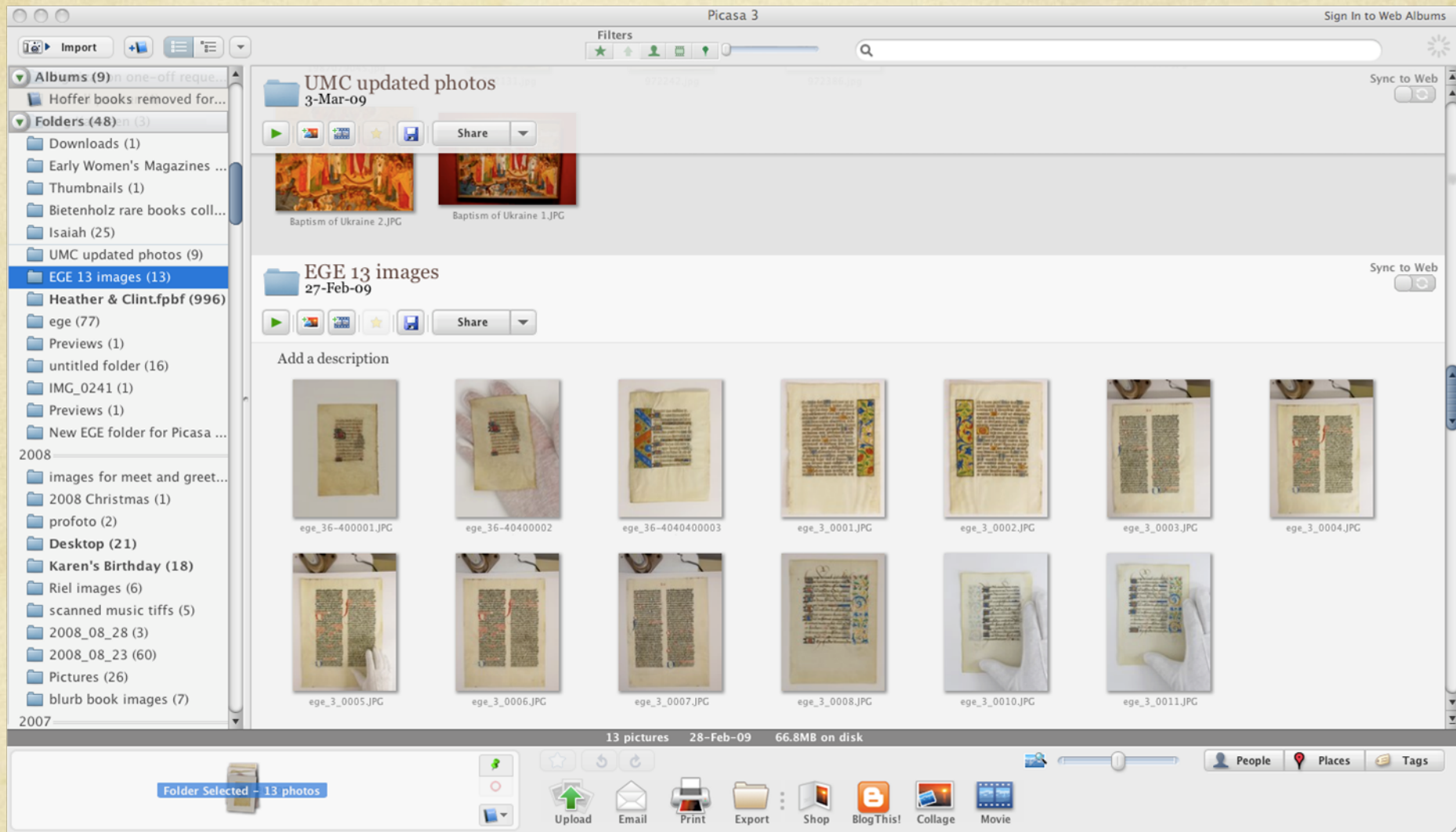


A blurred, high-contrast photograph of a beach at sunset. The sky is a bright, hazy yellow-orange, and the water reflects this light. In the foreground, the silhouettes of three people are visible against the bright background. One person is on the left, standing and looking towards the water. Two other people are on the right, one standing and one crouching or sitting. The overall image has a soft, out-of-focus quality.

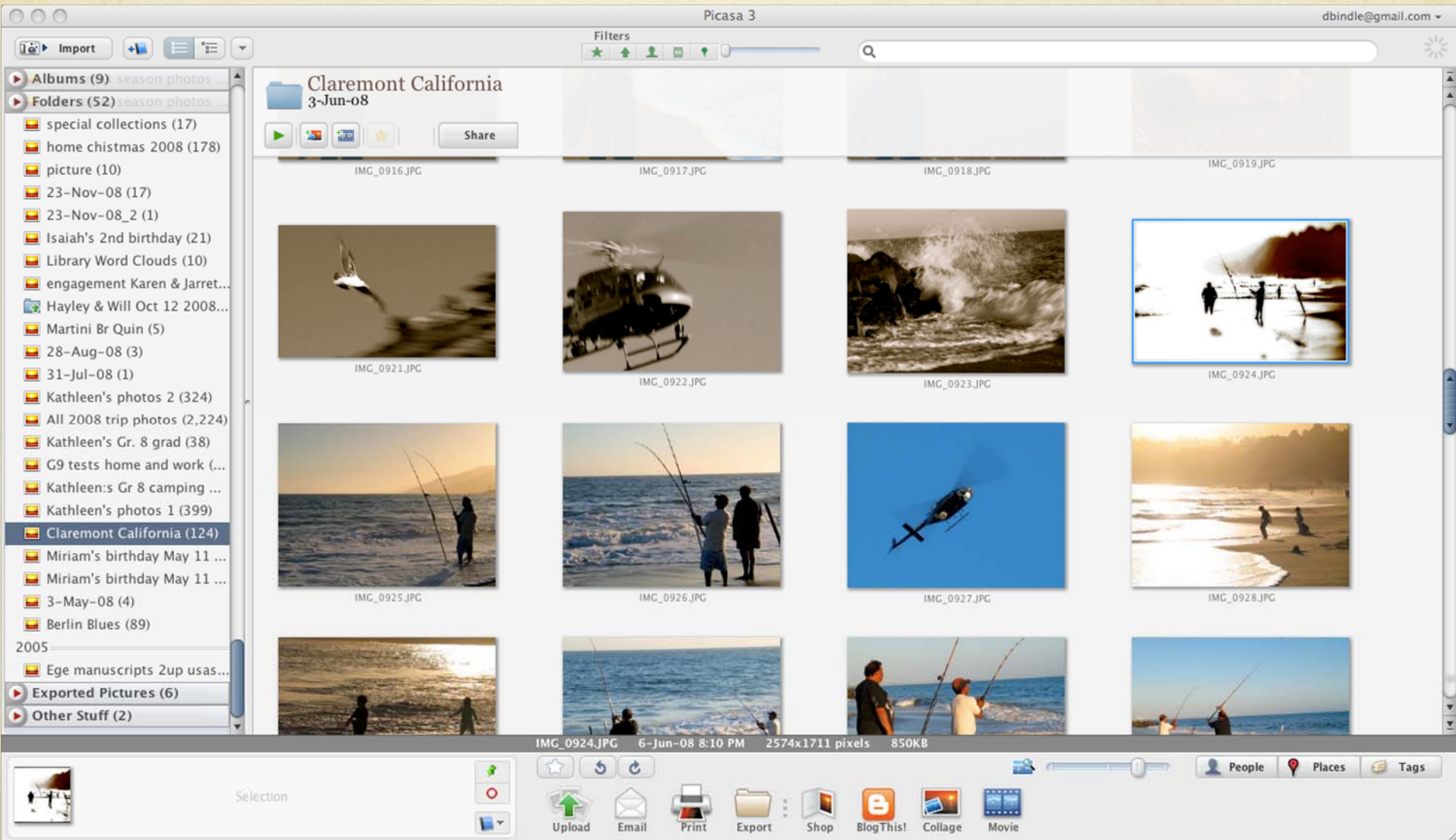
Picasa: Way Easier than PhotoShop

David Bindle

Saskatchewan Library Conference 2010
Saturday May 8, Regina, SK



Picasa's Gallery View



[Back to Library](#)

Play

Basic Fixes

Tuning

Effects



Recrop



Straighten



Redeye

I'm Feeling
Lucky

Auto Contrast



Auto Color



Retouch



Text

☐ Show Text

Fill Light



Undo Crop

Redo

Histogram & Camera Information



Canon EOS DIGITAL REBEL
XTi
Focal Length: 50.0mm
(35mm equivalent: 81mm)

1/125s
f/10.0
ISO: 100

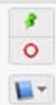


Refining...

Make a caption!

EGE SLR > IMG_0056.JPG 7-Feb-09 11:17 AM 2238x3226 pixels 2.3MB (55 of 71)

Selection



Upload



Email



Print



Export



Shop



Blog This!



Collage



Movie



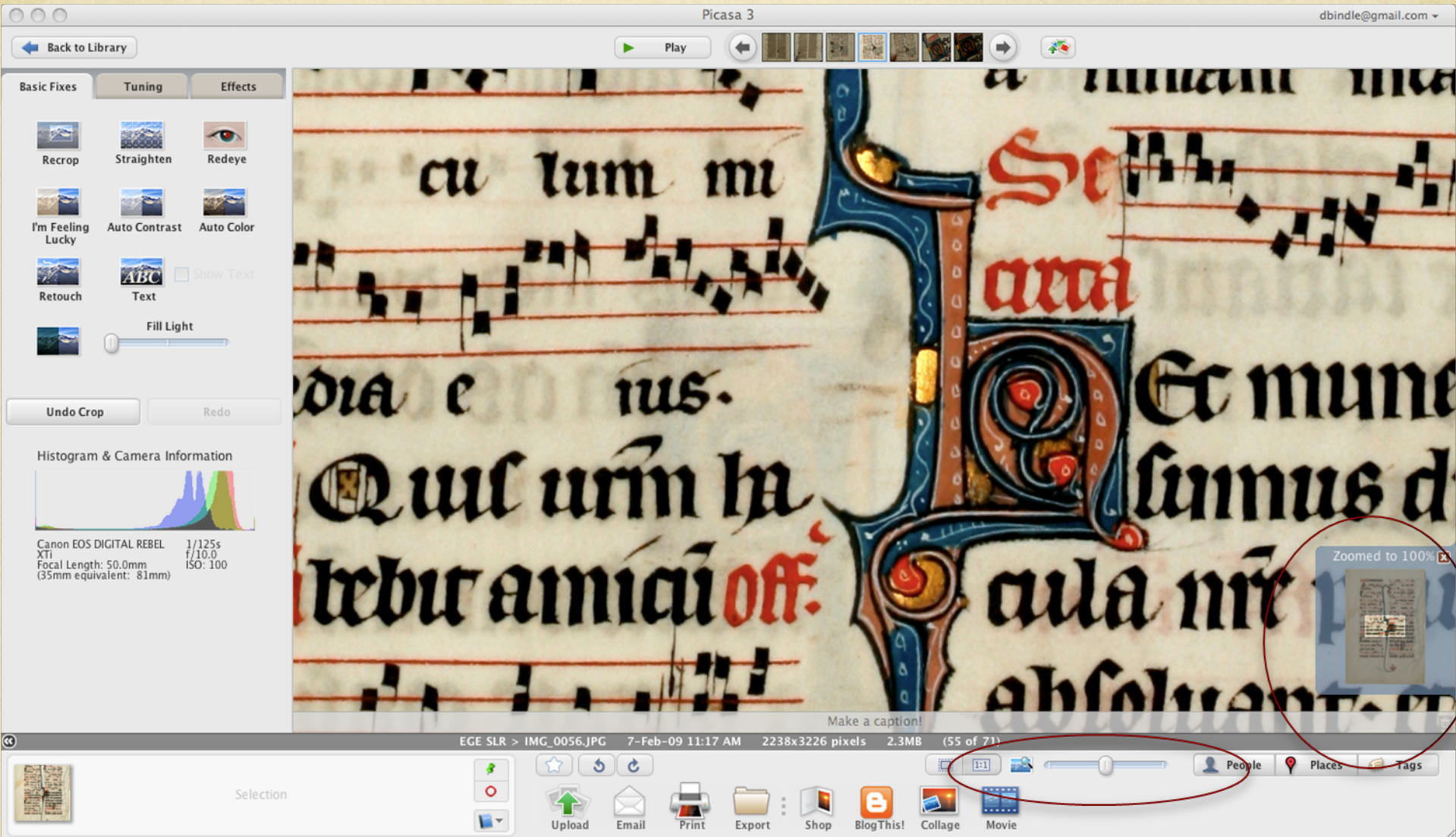
People



Places

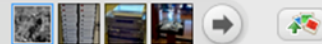


Tags



[Back to Library](#)

Play



Basic Fixes

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Crop



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Auto Color



Retouch



Text

☐ Show Text

Fill Light

Undo

Redo

Histogram & Camera Information



Panasonic DMC-LX3
Focal Length: 5.1mm
(35mm equivalent: 24mm)

1/500s
f/2.8
ISO: 80



UBC_2 > P1040558.JPG 24-Sep-09 4:05 PM 2678x1941 pixels 1.5MB (1 of 30)

[People](#) [Places](#) [Tags](#)

Selection



Upload



Email



Print



Export



Shop



Blog This!



Collage

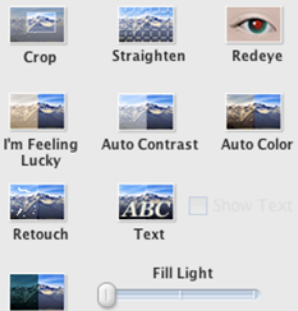


Movie

Back to Library



Basic Fixes Tuning Effects



Undo Redo

Histogram & Camera Information



Canon PowerShot G5 1/25s
Focal Length: 23.0mm f/8.0
(35mm equivalent: 116mm)



Claremont California > IMG_0924.JPG 6-Jun-08 8:10 PM 2574x1711 pixels 850KB (100 of 124)



Selection



People Places Tags

Picasa

- What is it? It's " Free software from Google that allows you to manage your digital photo collection
- Primarily a picture management tool with a surprising amount of editing and creative tools built into it.
- Allows you to view, organize and edit in one place
- It does photo management, editing, slide shows, DVD video slide shows, resizing, printing, resizing, blogging, web albums, watermarking, and a lot more

- What doesn't it do? Lets be fair... It's not PhotoShop. PhotoShop is a very powerful and sophisticated image editor. Picasa can not do lasso cut outs, switch heads, use filters to create charcoal drawings or faux water color. It cannot change the color of just your apple from red to blue. PhotoShop can do things Picasa simply can't, but I find... in the majority of the day to day uses that I have around the library... Picasa can do the vast majority of what I want to do and it does it quickly and intuitively. And did I forget to say... it's a free download from Google.

- How many here have ever used PhotoShop?
- How many here have ever been frustrated with PhotoShop? ... even PhotoShop Elements??
- What were you trying to do that you found so frustrating?
- It's even more frustrating when you pay for it, isn't it?

- The beauty of Picasa, is that it's relatively light weight and quick. It's not a huge download and in general, runs with remarkable speed on most computers.
- I have PC's at work and mostly Macs at home and I was very happy when Google finally got around to releasing Picasa for Mac. I was running Windows XP on my Mac through Parallels just to have Picasa on it. And it would share image files back and forth with my Mac environment quite nicely, but I was always having to tax my processor more than I had to because of having to run both Windows XP and my Mac OS at the same time. My lap top started burning my lap.

- But it's now available for both platforms and actually there is a beta Picasa 3 for Linux as well.
- Don't get me wrong... there are thousands who will swear by PS and in a head to head battle of features PS will win. It also costs over \$100 bucks and it will cost you again when the next version is released. Where Picasa shines is it's speed, intuitiveness, and it's all in one packaging.

Installation

- Before you can organize though... you have to download the program.
- Things you should know.
- It's not a huge program. Installing it last week took less than two minutes.
- You will be asked if Picasa will search your entire drive for images, or just you're my documents and my pictures.
- I suggest my doc and pictures because if you have a lot of tutorial images on your hard drive, its going to retrieve them and put them in folders you are probably going to want to delete anyways.

Two things the Picasa developers want you to know

- **Picasa does not store the photos on your computer.**
When you open Picasa, it simply looks at the folders on your computer and displays the photos it finds. It displays the file types that you tell it to find, in the folders that you tell it to search.
- **Your original photos are always preserved.**
When using editing tools in Picasa, your original files are never touched. The photo edits you make are only viewable in Picasa until you decide to save your changes. Even then, Picasa creates a new version of the photo with your edits applied, leaving the original file totally preserved.

Import images

- Import button top left – import from camera, Card reader, USB stick or other external drive, or attached scanner
- Exclude duplicates button
- Keep or erase upload images on original

Navigation

- Viewing
- Double click on image to fill the viewing screen
- Use left and right arrows at top of screen or use forward and back buttons on computer
- Zoom into image – display photo at actual size / or fit photo inside viewing area
- Go back to folders view – zoom bar to demo thumbnail size

Organize

- The folder list on the left is the hub for Picasa organization. By scrolling through this list, you can access all photos displayed by Picasa. To understand Picasa organization, you need to understand the following three collections:

Folders

- Folders in Picasa represent the folders on your computer. You control the folders that are scanned and displayed by Picasa. Changes you make to folders in Picasa affect the corresponding folders on your computer's hard drive. For example, if you delete a photo in a Picasa folder, that photo is also deleted from the computer.

Albums

- Unlike folders, albums exist only in Picasa. Albums allow you to create virtual groups of photos taken from multiple folders on your computer. Albums display those photos without actually moving the photo -- it's like a playlist for photos. When you delete or move photos from an album, the original files remain in their original folders on your computer.

People

- In this collection, you can organize your photos by what frequently matters most -- the people in them. Picasa uses facial recognition technology to find and group similar faces together across your entire collection of photos. By adding name tags to these groups of faces, new people albums are created. These people albums are just like the albums above: when you move or delete faces, the original files stay put.

- Move thumbnail around to adjust order
- Drag thumbnail into other folder
- Right click on thumbnail to split and create new folder
– Hoffer images – then highlight them and put them back
- Create a new album – folders remain intact – Album is just in Picasa

- Add tags - Select Bruce Peel library and use places to tag to University of Alberta
- Add stars for favorites
- Add places – geo tag
- People – face recognition -

Edit

- Editing tabs
 - Basic Fixes
 - Crop – smart crop suggestions
 - Straighten
 - RedEye
 - Auto Contrast
 - Auto Color

Editing 2

- I'm feeling lucky
- Retouch – cloning mechanism
- Text
- Fill light – which we will also see on the tuning tab
- Create
- Undo buttons

Batch Edit

- Batch edit rename – quick fixes
- Batch edit – specific levels of multilayered editing and/or text
- Copy and paste functions

Tuning tab

- Rather simplistic
 - Fill light
 - Highlights
 - Shadows
 - Color Temperature

- Neutral Color Picker
- Undo buttons
- One click fix buttons for lighting and color
- Notice we also get a histogram and camera information – model, shutter speed and aperture and focal length of lens.

Effects Tab

- **Sharpen** – Good for defining edges – brick in buildings, leaves and detail in trees, leaves and grass – defining wrinkles (if that's the effect you want) – works realitively well with textual images as well.
- **Sepia Tone** – old B&W photographs that are turning brown and white
- **B&W** – enough said
- **Warmify** – like taking the color temperature button and sliding to the right a bit

Effects tab 2

- **Film Grain** – adds a film grain type look – you can double up on it – use it paired with B&W
- **Tint control** - more interesting – they also refer to it as color preservation
- Pick color – not so useful
- **Saturation** – slightly boost the saturation of the colors – take all the way back to B&W
- **Soft focus** – better than I-photo – moveable – size – intensity

Effect tab 3

- **Glow** – soft blur over the brightest areas of the photo
- **Filtered B&W** – simulates shooting B&W film with a color filter on – different colors affect different parts of the image in the amount of overall contrast.
- **Focal B&W** – limited use – gimmicky – use water polo ball photo for demo – small size , high sharpness
- **Graduated Tint** – Alberta Badlands image – show tilt and tint

- ** Don't worry -- Picasa always preserves your original photo. The photo edits you make are only viewable in Picasa until you decide to save your changes. Even then, Picasa creates a new version of the photo with your edits applied, leaving the original totally preserved.
- They should add... “but remember to”.... to this statement.

- So remember, if you want to copy a group of images that you have edited in Picasa to something like a USB stick or external hard drive... unless you have “saved a copy” so its like that on your hard drive, you must use Picasa to export and save to another device. If you just use your finder or go into your folders outside of Picasa and copy them... it will copy without the alterations that Picasa has done.

Share

- Demo Upload Unusual Detective Cases – to Picasa Web Album
- Click share button on any folder or album to immediately upload that album to Picasa web albums - make public and searchable or at unlisted address. Also option to authorize only certain users (through email address)

- Sync to web button – if you add a photo or several photos to a folder, Picasa will automatically add it to the web album, if you have a web album for that folder
- Under folder – Export as HTML page

More ways to get creative

- Collage
- Create gift CD/DVD's
- Create a movie
- Upload images to Blogger

References

- One of the best Picasa tutorial videos - It's for Picasa 3
http://www.youtube.com/watch?v=rskC6c_5L1M
- Short – non-narrated video tutorial on editing videos and uploading to YouTube <http://www.5min.com/Video/Picasa-3-A-Photo-and-Video-Editing-Freeware-80284330>
- Official Picasa Help page:
<http://picasa.google.com/support/?hl=en>